

# Annual Report 2001

THE IRISH  
**HOSPICE**  
FOUNDATION

# Contents

1	Letter from the Chairman
2	Chief Executive's Report
4	In Brief: The work of the Irish Hospice Foundation
5	The Bereavement Support Service
7	Bereavement Services Highlights in 2001
9	Education
10	A National Bereavement Centre for Ireland
11	Bereavement Services: an assessment of needs
12	Research
14	IHF Research Grants
16	Fundraising
20	Summary Financial Report
22	Sub-committees



## Board of Directors



From left

Front:

Denis Doherty  
(Vice-chairman)

Miriam Hughes

Bill Shipsey

(Chairman)

Marie Donnelly

Antoin Murphy

Centre:

Pat Quinlan

Marian Finucane

Robert Power

Eileen Pearson

Back:

Michael O'Reilly

Gary Jermyn

Tim Collins

Brian McDonnell

## Letter from the Chairman



Chairman of the Board, Bill Shipsey, with his son, Jack, at the Art:pack event held in the Four Seasons Hotel, Dublin, in November

This Annual Report is issued at a time of great promise for hospice, when we in the Irish Hospice Foundation, and the hospice community in general, find ourselves on the threshold of great developments. In this climate of change, the work of the Foundation has never been more relevant and necessary.

Originally used to refer solely to a place, the term 'hospice' today encompasses a whole philosophy. Hospice care strives to ensure the best possible quality of life for people with terminal illness, responding to their physical, emotional, social and spiritual needs and extending to support for those close to them, even into bereavement.

The IHF has a significant role to play in this. Fundraising remains central to our work, for without it we cannot continue to assist those who are directly providing services. We are fortunate in having a positive public image, enormous support and a fundraising team second to none.

Our broader mission, however, is to provide advocacy and leadership in the continued development and expansion of hospice services in Ireland. Since much of the impetus for this has traditionally come from voluntary groups, we also seek to support and facilitate the work of the voluntary hospice movement.

The publication this year of the recommendations of the National Advisory Committee on Palliative Care, and the government's commitment to a national strategy for hospice services, holds great promise for the future. The Foundation must and will take on a greater advocacy role in the pursuit of equity in the delivery of hospice care and partnership between all who are working towards the shared goals of hospice. Ambition and the will to succeed are not incompatible with compassion and idealism. The way forward lies in concrete action.

Bill Shipsey  
Chairman

# Chief Executive's Report



Louise Richardson,  
Chief Executive Officer

The Irish Hospice Foundation was established in 1986 by Dr Mary Redmond as a voluntary support organisation for the development and improvement of hospice services. Its vision was to ensure that palliative care would be available in Ireland to everyone who needed it.

The IHF's first major project was to raise £1.6m for an Education & Training Centre at Our Lady's Hospice, Harold's Cross. It then set up a home care service on the north side of Dublin, and subsequently raised £1.3m for the building of St. Francis Hospice in Raheny. The Foundation also established the home care liaison service which operates nationwide from Our Lady's Hospital for Sick Children in Crumlin. More recently a grant of £250,000 was allocated to the development of Milford Care Centre in Co. Limerick.

## Turning point

The IHF has always sought to identify and respond to local needs. We have provided funding to support services throughout the country while encouraging those services to become independent. In partnership with the Department of Health & Children, we pioneered the introduction of palliative care services in general acute hospitals in both Dublin and Cork. All of the posts in these services have now become statutory.

The launch in November of the Report of the National Advisory Committee on Palliative Care marked a turning point for hospice care in Ireland. This document is the first step in the formulation of a national policy on palliative care. It was my privilege as CEO of the Irish Hospice Foundation to be a member of that committee.

## Looking to the future

2001 was a challenging year for the Foundation. In anticipation of the NACPC report, we took the opportunity to review our mission and strategy, a process begun in 1999 when the expansion of our Bereavement Support Services became a priority and a steering committee was set up to devise a plan for a National Bereavement Centre. This was approved by the Board in December.

Bereavement support has always been central to the work of the IHF. Under the direction of the late Thérèse Brady, a volunteer support service was set up quite early in our history, and a programme of training and workshops established. These activities continued to develop during 2001.

While locating new premises and setting up the National Bereavement Centre will be the main focus for next year, we also await the outcome of the needs assessments recommended by the NACPC report to ascertain how best the IHF can support the development of hospice care throughout the country.

*‘The IHF has always sought to identify and respond to local needs. We have provided funding to support services throughout the country while encouraging those services to become independent.’*

### **A spirit of cooperation**

Following the launch of the report, the IHF organised a meeting on 1 December to facilitate an exchange of views on its implications by the entire hospice community. While welcoming the commitment of the Department to develop a national strategy for palliative care, the IHF will continue to work to ensure that this is achieved in a spirit of partnership between the statutory and voluntary sectors.

IHF support for specific hospice-related services continued throughout the year. Funding was provided for home care nurses in various parts of the country as well as the children’s home care liaison team. To ensure that all children with life-limiting illnesses and their families receive the help they need, the IHF has agreed to fund jointly with the Department of Health & Children an assessment of their hospice needs.

### **The importance of research**

The most effective hospice care is based on solid, relevant research, and a new research strategy was ratified by the Board in October. A scheme for small-scale research grants has been developed; a Thérèse Brady bursary established and a partnership for the funding of a fellowship agreed with the Health Research Board

Our fundraising activities, too, have seen another successful year. The dream to establish a National Bereavement Centre provided the impetus for *Art:pack*, a worthy successor to the *Whoseday Book*. The IHF continued to coordinate *Sunflower Days* and *Ireland’s Biggest Coffee Morning* on behalf of the voluntary hospice movement.

### **In appreciation**

On behalf of the Foundation, I would like to express my sincere thanks to all the individuals, companies and organisations who have contributed so generously to our activities, and to acknowledge with gratitude the energetic work of the volunteers who support us in so many ways.

I would like to thank the Chairman of the Board, Mr Bill Shipsey, all the Directors for their commitment to the work of the Foundation and the members of the sub-committees who give so unstintingly of their time.

Finally, I want to say a very warm thank you to the staff of the IHF, for their enthusiasm, hard work and dedication to the philosophy of hospice care.

Louise Richardson  
Chief Executive Officer

# In Brief: The work of the Irish Hospice Foundation



George V. Burns,  
Business Manager

The current work of the IHF includes:

- ~ Supporting home care nursing teams in various parts of the country.
- ~ Part-funding the paediatric oncology liaison service at Our Lady's Hospital for Sick Children, Crumlin.
- ~ Training bereavement support volunteers for Our Lady's Hospice, Harold's Cross, and St. Francis Hospice, Raheny.
- ~ Organising the Bereavement Support Service at Our Lady's.
- ~ Administering Heber (the Association of Hospice & Allied Bereavement Groups in Ireland), and organising its annual conference.
- ~ Subsidising courses of study for palliative care nurses.
- ~ Running education and training programmes, notably two programmes of workshops each year on aspects of bereavement.
- ~ Planning, developing and coordinating a programme of research, and providing funding for research projects.
- ~ Organising national meetings for voluntary hospice groups.
- ~ Providing an information service.
- ~ Fundraising for both general and specific purposes.
- ~ On behalf of the voluntary hospice movement, coordinating *Sunflower Days* and *Ireland's Biggest Coffee Morning*.

# The Bereavement Support Service

People with terminal illness are often deeply concerned about the practical and emotional impact their illness may be having on family and friends. The hospice philosophy is a holistic one that places great emphasis on family-centred care and support ('family' here referring to any person of significance to the patient), which extends to the bereavement phase following the death of a loved one.

Based in Our Lady's Hospice, Harold's Cross, the Bereavement Support Service is a key element of the Irish Hospice Foundation's work. The service is delivered through IHF-trained volunteers under the direction of Dr Susan Delaney. It is open to the family and friends of anyone who dies in the care of the Hospice.

The philosophy of the BSS is that grief is a normal and healthy response to loss; that the way we grieve is individual; that there is no 'right' or 'wrong' way to grieve; and that it can be beneficial to some bereaved people to have the opportunity to talk about their loss to a volunteer and to learn more about the bereavement process.

## How does it work?

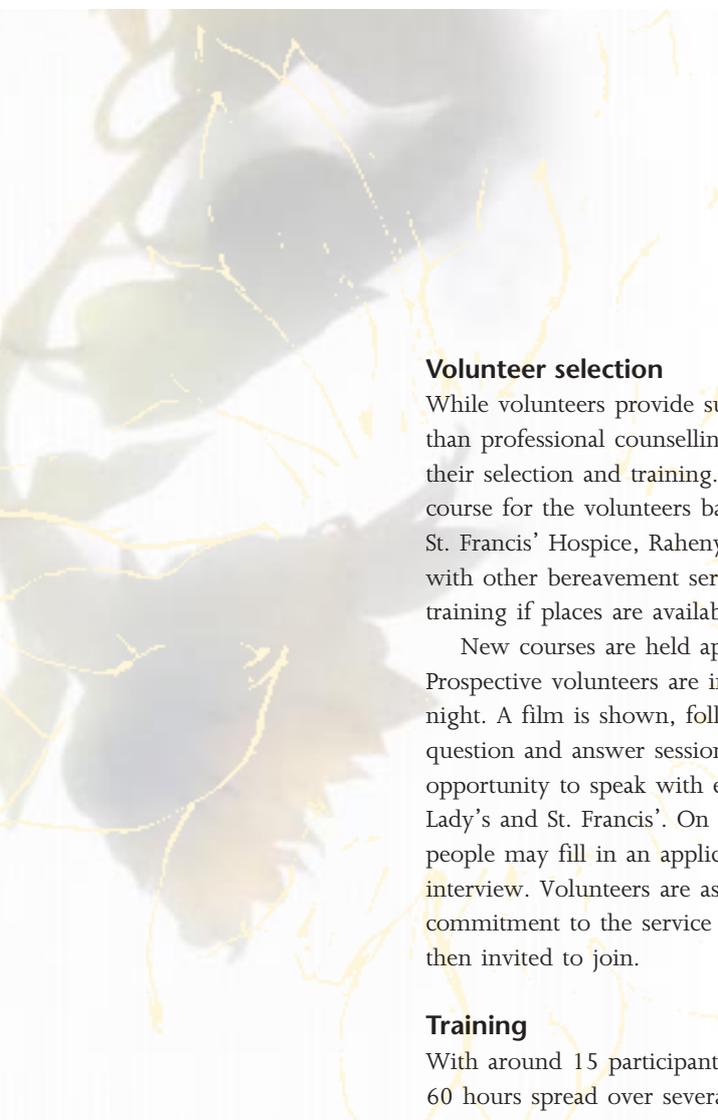
About three months after a death, family members are invited to attend a talk on bereavement at the Hospice, and to meet with a volunteer if they so wish. Some people attend only once or twice; others many times.

Three such meetings take place each month, two in the evening and one in the afternoon. In 2001, a total of 374 people attended at least one meeting; 149 attended up to five times and 58 more than 10 times.

The service depends on the continued commitment and dedication of volunteers, who currently number around 33. As well as fulfilling their core role, volunteers also send out invitations, keep client records and assist in the planning of a special Christmas service. The recent appointment of a part-time administrative assistant, based in Our Lady's, is aimed at easing communications and assisting in the smooth organisation of the work.



From left:  
Orla Keegan,  
Development and  
Training Manager;  
Dr Susan Delaney,  
Bereavement Services  
Manager and  
Iris Murray,  
Bereavement Services  
Administrator



### **Volunteer selection**

While volunteers provide support and a listening ear rather than professional counselling, careful emphasis is placed on their selection and training. The IHF operates a training course for the volunteers based in Our Lady's and in St. Francis' Hospice, Raheny. People interested in working with other bereavement services may also be accepted for training if places are available.

New courses are held approximately every 18 months. Prospective volunteers are initially invited to attend an open night. A film is shown, followed by a brief talk and a question and answer session. Those attending also have the opportunity to speak with existing volunteers from Our Lady's and St. Francis'. On the basis of this introduction, people may fill in an application form and request an interview. Volunteers are asked to make a two-year commitment to the service if accepted for training, and are then invited to join.

### **Training**

With around 15 participants per course, the training involves 60 hours spread over several months. It consists of weekly seminars and additional one-day workshops, covering basic counselling skills, the spiritual aspects of death and dying, working with families and other relevant topics. The various modules are taught by people who work directly with the dying and bereaved. While counselling skills are central to the work, it is stressed to volunteers that they are not being trained to be counsellors and should not see themselves in that role.

Volunteer supervision and support are regarded as essential. A mentoring system for new volunteers matches them with a senior volunteer who will meet them to discuss clients, help them adjust to the service and offer support for the stresses involved. Volunteers also meet monthly in small groups with an external supervisor. These meetings are used to discuss client and general issues and to look at the effect the work may be having on the volunteer. The manager of the service is also available in person or on the telephone to discuss any problems that may arise.

The quality of the service is maintained by a process of continuing education, which may include day-long workshops on specific topics, multi-session programmes or personal development courses.

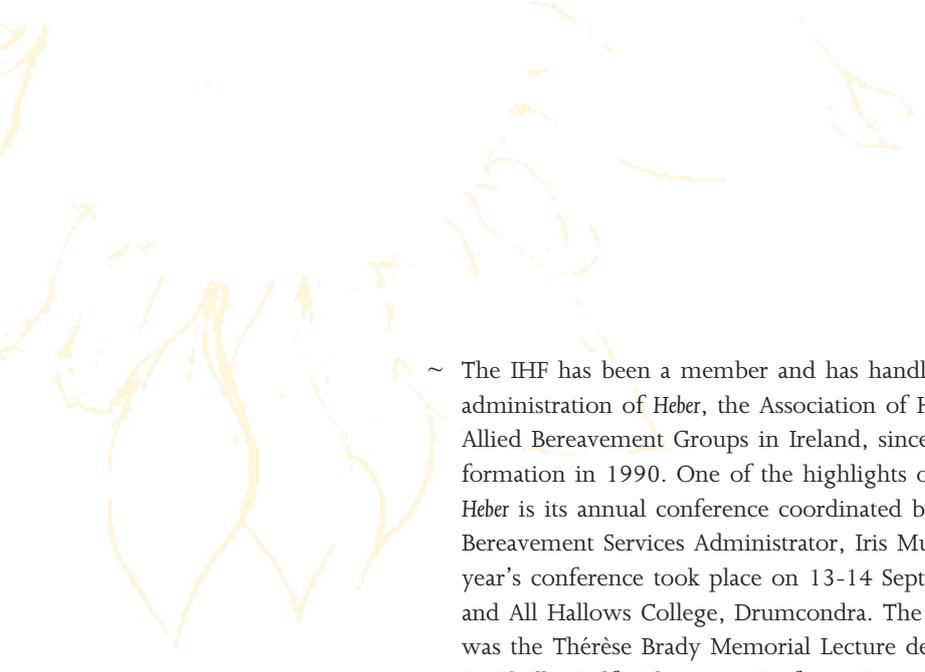
# Bereavement Services Highlights in 2001

*‘The philosophy of the Bereavement Support Service is that grief is a normal and healthy response to loss, that the way we grieve is individual, that there is no ‘right’ or ‘wrong’ way to grieve.’*

- ~ Dr Susan Delaney took up her post as Bereavement Services Manager on 1 January.
- ~ A social evening was held at the beginning of February in the Stillorgan Park Hotel for all the bereavement volunteers. Specially commissioned silver badges were presented to long-serving and retiring volunteers.
- ~ Following an open meeting for prospective volunteers on 21 February, a new volunteer training programme commenced on 11 May. The course finished in November, providing the participants with a total of 60 hours of training. This group of 12 volunteers for Our Lady’s Hospice, Harold’s Cross, and St. Francis’ Hospice, Raheny, graduated with a small ceremony and a lunch hosted by the IHF in the Stillorgan Park Hotel on Saturday, 24 November, which was also attended by existing volunteers and representatives of Our Lady’s.
- ~ During the year, meetings took place between the IHF and Our Lady’s to discuss how the BSS could be improved. A decision was reached to engage a part-time administrative assistant reporting to the IHF and based in Our Lady’s, which will provide an office and back-up. Mary Nolan was duly appointed and will take up her post in January 2002.



Bereavement Support Service volunteers.  
From left:  
Joan McCarthy,  
Daire Downes,  
Joan Campbell

- 
- ~ The IHF has been a member and has handled the administration of Heber, the Association of Hospice and Allied Bereavement Groups in Ireland, since the latter's formation in 1990. One of the highlights of the year for Heber is its annual conference coordinated by IHF Bereavement Services Administrator, Iris Murray. This year's conference took place on 13-14 September in UCD and All Hallows College, Drumcondra. The main event was the Thérèse Brady Memorial Lecture delivered by Dr Phyllis Rolfe Silverman, Professor Emerita at Massachusetts General Hospital and Harvard Medical School, who is known worldwide for her pioneering work on grief and bereavement. Her topic, 'Continuing Bonds: New Understandings of Grief', was given added poignancy by the timing of the event, which coincided with the Irish day of national mourning for the victims of the 11 September disaster in New York. As the speaker is a native of that city, her presence in Ireland attracted considerable media attention and an audience of over 330.
  - ~ The IHF marked UN International Year of the Volunteer by coming together with Heber in the autumn to host a special event for volunteers, with the ultimate objective of establishing a country-wide network (there is currently no national forum for bereavement volunteers in Ireland). Funding was provided by the National Committee on Volunteering. The event took place on 3 November in the Marino Institute of Education, Dublin, and included lectures and workshops. Representatives of 102 groups around the country were invited, and it was well attended and very well received. Irene Renzenbrink, an Australian bereavement specialist working on secondment to the IHF, lent an international perspective and spoke about the value of volunteering; while Patrick Shannon, acting Director of Cruse Bereavement Care in Northern Ireland, discussed the impact of volunteering on the volunteer and the need for supervision and structure. The various workshops gave the participants an opportunity to interact, share experiences and discuss common problems.

Preliminary plans for the establishment of a national network of bereavement volunteers are now under discussion. Initially it is hoped to organise regional meetings for bereavement service volunteers in each of the health board regions.

## Education

‘The trainers on the workshops are experts in their fields, drawn from the disciplines of psychology, social work, nursing and counselling.’

Education has been one of the cornerstones of the Irish Hospice Foundation’s activities since its foundation in 1986, and indeed, the Foundation’s first major project was raising £1.6m towards the establishment of an Education & Training Centre at Our Lady’s Hospice, Harold’s Cross.

The IHF now runs two series of workshops in Our Lady’s every year. They are conceived with both professionals and non-professionals in mind, and demand for places is consistently high. The trainers on these workshops are experts in their fields, drawn from the disciplines of psychology, social work, nursing and counselling.

The first workshop series, *Loss and Bereavement*, runs from January to June and comprises six two-day workshops, which can be attended either on a one-off basis or by signing up for the complete series. Participants include psychologists, nurses, social workers, teachers, chaplains and volunteers (who may be working either in bereavement support or with other support groups, e.g. for people with cancer and their families). *An Overview of Loss and Bereavement*, *Men and Grief and Bereavement and the Family* were some of the topics covered in 2001. It is hoped to expand this programme in the future, possibly to ten workshops.

### **Specialist workshops**

The second series, *Loss and Bereavement for Children and Adolescents*, runs from October to March. These workshops provide academic content, skills training and experiential work. Among the topics covered in the 2001-2002 programme are: adolescent bereavement; the dying child; schools and loss; and children and divorce.

Two additional tutorial sessions, open only to those taking the complete workshop series, help participants apply the material covered to their own work settings.

An innovation in this year’s education programme was a specialist workshop, *Evaluating a Bereavement Service*, which took place on 10 August. The facilitator for this event (which was by invitation only) was Dr Marilyn Relf, Manager of Sobell House Bereavement Services in Oxford.

During 2001, an agreement was reached on third-level courses in bereavement with the Royal College of Surgeons in Ireland. The first such collaboration, a Master’s in Grief Studies, is expected to see an initial intake of students in 2003. We are currently working with the RCSI to define course content. The existing *Children & Loss* workshop series is likely to constitute one module.

# A National Bereavement Centre for Ireland

*‘One nurse felt that in practice quite a number of people did require extensive follow-up, but as a nurse she had no resources to offer a service. She and her colleagues felt they had abandoned their clients at their most vulnerable time. This has led to distress among some nurses, who often work long into the night with bereaved families.’*

*(From the proceedings of a one-day meeting of voluntary hospice groups organised by the IHF in December 2001)*

In 1999, the Irish Hospice Foundation set up a steering committee of experts with the aim of devising a strategy for the establishment of a National Bereavement Centre. After extensive discussions and analysis over a period of two years, a plan was agreed and ratified by the Board in December 2001.

The activities of the National Bereavement Centre will incorporate the current work of the IHF’s Bereavement Service and will be developed around five theme areas, each with its own objectives:

**Education:** to provide quality education, training and certification, from volunteer courses and one-day workshops to post-graduate programmes, for all those working in bereavement care.

**Research:** to ensure that research on bereavement in Ireland is carried out, supported, evaluated and disseminated.

**Information and resources:** to develop information and training materials and to establish a resource centre that will be accessible to professionals and non-professionals both on-site and, by means of technology, throughout Ireland.

**Policy:** to promote standards that will contribute to a high quality of care for the dying and bereaved through multi-disciplinary and multi-agency cooperation.

**Service support:** to contribute to the provision of quality support and counselling services for the bereaved, through the development, funding and evaluation of pilot services nationally.

It is envisaged that the National Bereavement Centre will be used by hospice and home care staff, by the voluntary hospice movement and by students. While the IHF’s constituency is firmly based in hospice, the experience of bereavement is universal and we would therefore aim to make our training and resource capabilities available to a wider population of voluntary agencies, professionals and volunteers. In particular, there will be a focus on setting up bereavement support programmes in hospitals and hospices throughout the country.

The establishment of the new Centre will be a priority for next year.

# Bereavement Services: an assessment of needs

*‘The overall finding was that the social, economic and health consequences of bereavement in Ireland must be addressed as a priority if services are to be developed in response to clearly identified needs. At the moment, Irish bereavement services are greatly in need of assistance . . .’*

The steering committee which worked on the strategic plan for the National Bereavement Centre was a highly qualified, multi-disciplinary group with wide experience in the area of bereavement. It was felt, however, that it would also be beneficial to draw on expertise from further afield. With this in mind, Irene Renzenbrink was appointed to the IHF’s Bereavement Service on a fixed-term project basis to be fulfilled in two separate three-month phases, beginning in March 2001.

Ms. Renzenbrink is Executive Director of *Griefworks International* in Victoria, Australia; she is a past president of the Australian National Association for Loss & Grief, and has presented workshops and training programmes in Canada, the US and Australia. Her contribution was intended to help define future IHF policy on bereavement support in Ireland, along with the training needs implied. Her brief for the first part of her contract was to identify and describe international models of bereavement services, drawing conclusions as regards best practice with particular reference to the Irish situation.

In the autumn, Irene Renzenbrink accompanied IHF Development & Training Manager, Orla Keegan, on a tour of 13 different hospice and palliative care sites around Ireland. The purpose of these visits was:

- to assess current bereavement support activity
- to determine how best the IHF could support bereavement services in terms of education/training
- to identify sites for IHF pilot projects
- to offer information and advice
- to consider what other support the IHF might provide.

The sites selected ranged from established hospices to services consisting of little more than one or two home care nurses.

The overall finding was that the social, economic and health consequences of bereavement in Ireland must be addressed as a priority if services are to be developed in response to clearly identified needs. At the moment, Irish bereavement services are greatly in need of assistance to help them achieve and maintain international standards of best practice.

This national needs’ assessment (detailed in the form of a report to become available from the IHF in 2002), together with Irene Renzenbrink’s work on international models of bereavement support, will be invaluable in determining objectives and priorities for the National Bereavement Centre.

Ms. Renzenbrink also contributed to a module to be included in the IHF’s education programme, on support for staff working in the area of bereavement.

# Research

Although it is widely recognised that high-quality research is vital as a basis for providing appropriate hospice and palliative care, very little hospice-related research has been carried out in Ireland. The Irish Hospice Foundation has been involved in funding in this area since 1993, and a total of £230,000 has been devoted to research to date.

The Foundation has also established valuable partnerships with other research bodies, including the government agency, the Health Research Board; the Education and Research Forum of the Irish Association for Palliative Care; and the research sub-group of the Association of Consultants in Palliative Medicine in Ireland.

## **Creating a research culture**

In 2000, a new IHF Research Committee was formed, involving palliative care consultants, psychologists, nursing and public health representatives. The aim was to create a research culture and support research that would have real benefits for terminally ill people and their families. The Committee awards grants to professionals working in hospice, palliative care and bereavement. It encourages people who have hands-on experience but who might not normally engage in research — nurses, for example — to do so. Assistance with training on writing research proposals or conducting research may also be provided.

A very successful IHF initiative in 2001 was the training day on qualitative research which took place in January, conducted by Prof. David Clark and Dr Jane Seymour of the University of Sheffield. Held in Our Lady's Hospice, Harold's Cross, it attracted some 50 participants from all over the country. A similar event is now being planned for next year.

In August, a workshop on writing research proposals provided practical guidance and information as well as networking opportunities for people interested in research in hospice, palliative and bereavement care.

## **New strategy**

Research funding has recently targeted small-scale projects (grants up to a maximum of £3,000); research training (up to £2,000); and equipment, such as data analysis software (up to £1,000). The focus here is mainly on psycho-social and health services research rather than on clinical studies.

The IHF Board approved a new research strategy this year, with the following objectives:

- ~ To develop and maintain a research culture in hospice and bereavement care by fostering research activity.
- ~ To support the development and evaluation of research programmes in hospice, hospital and community settings.
- ~ To promote the dissemination of research findings.

An audit of bereavement support, training and research needs in Ireland, undertaken during 2000 by Development & Training Manager, Orla Keegan, has resulted in a research database which is now available on application to the IHF. This will also become accessible on our updated website during 2002.

### **Fellowship**

A recent development has been the IHF's decision to jointly fund a three-year research fellowship at doctoral level with the Health Research Board. The recipient will allocate 70% of his or her time to research on a topic related to hospice or palliative care; the remainder will be devoted to supporting others in the conduct of high-quality research. In addition, a new postgraduate scholarship in bereavement research, the Thérèse Brady Scholarship, has been advertised and will be awarded in 2002.

Among initiatives planned for the future are funding or co-funding of projects under approved schemes, such as that of the Health Research Board. For priority areas the IHF may provide funding up to £10,000. It is also envisaged next year to consider large-scale research grants or to commission projects arising from the results of the needs' assessments recommended by the Report of the National Advisory Committee on Palliative Care. A forum to enable IHF grant recipients to give feedback on their findings will be organised in consultation with the Irish Association for Palliative Care.

### **International links**

In developing Irish research, the IHF is also conscious of the international context. To this end, Orla Keegan is a member of the UK Palliative Care Research Society, the Research Network of the European Association for Palliative Care and the Bereavement Research Forum (UK).

Throughout 2001, the IHF, palliative medicine consultants and the IAPC have together been investigating the potential for a more explicit involvement in palliative care in the field of cancer, in a collaborative venture involving the United States, Northern Ireland and the Republic. The Health Research Board has been very accommodating, and a number of research areas, such as quality of life, fatigue and communication, have been targeted. The next step is for Irish palliative care representatives to visit the United States with a view to developing new shared projects.

# Irish Hospice Foundation Research Grants

The IHF has provided funding for the following research projects since 1995\*:

- ~ A palliative care model for HIV-positive patients in Ireland (conducted by Dr Maeve O'Reilly, Our Lady's Hospice)
- ~ The identification and treatment of depressive illness in the terminally ill (Dr Eoin Tiernan, Our Lady's Hospice)
- ~ A study to determine parents' satisfaction with how they were prepared for their child's death at home (Cliona Cronin, Our Lady's Hospital for Sick Children)
- ~ A study of the analgesic efficacy, side-effects and therapeutic profile of subcutaneous diclofenar in cancer patients (Dr Liam O'Siorain, Our Lady's Hospice)
- ~ A randomised double-blind trial comparing the efficacy of subcutaneous glycopyrrolate in the management of rattly breathing in advanced cancer patients (Dr Liam O'Siorain, Our Lady's Hospice)
- ~ Terminal care in Ireland (Dr Gerard Bury, UCD)
- ~ A potential relationship between quality of life and disease progression in palliative care patients (Prof. Ciaran O'Boyle and Dr Dympna Waldron, RCSI)
- ~ Examining quality of life as a dynamic construct (Dr Emmet Walls, Mayo/Roscommon Hospice)
- ~ The effect of touch therapies on quality of life and the adaptation of patients in a palliative care setting (Dr Dympna Waldron and Anne Hayes)
- ~ An audit of the incidence and management of constipation in a specialist cancer hospital (Julie Ling)
- ~ The moment of death: a qualitative enquiry (Dr Sinéad Donnelly, Milford Hospice. This project was further explored at a later date.)

‘The Committee awards grants to professionals working in hospice, palliative care and bereavement. It encourages people who have hands-on experience but who might not normally engage in research to do so.’

- ~ An exploration of the experience of recently qualified doctors in the care of patients with progressive fatal illness  
(Dr Darice Broomfield and Dr Regina McQuillan, RCSI and St. Francis Hospice)
- ~ An assessment of the therapeutic effect of cognitive behavioural group therapy for the management of anxiety in palliative care  
(Phil Pyne-Daly, St Vincent’s Hospital)
- ~ An investigation to identify appropriate education/training for GPs to effectively care for terminally ill patients  
(Dr Darice Broomfield, RCSI)
- ~ A randomised double-blind, placebo-controlled crossover trial to examine methylphenidate in treating fatigue among advanced cancer patients  
(Dr Stephen Higgins, Our Lady’s Hospice)
- ~ Bereavement risk assessment: a first step in planning a bereavement service  
(Irene Murphy, Marymount Hospice)
- \* *The institutions indicated in this list are those to which the researcher was attached at the time of undertaking the research.*

### **Reports/publications**

- ~ A position paper on the development of hospice and specialist palliative care services in Ireland (1996)
- ~ A study of partnership between the voluntary and statutory sectors in palliative care in Ireland (1998)
- ~ Care for the dying: experiences and challenges (1999)
- ~ Bereavement services in Ireland 2000: A review of bereavement support training and research needs (2000)

# Fundraising



From top:  
Aisling Carr,  
Events Manager;  
Jeni Ringland,  
Events Assistant;  
Karen Ciesielski,  
Campaigns  
Manager

While the word ‘fundraising’ does not appear literally in our mission statement, it is the fuel that drives all our efforts, without which our goals and aspirations could not become reality. The term may seem self-explanatory, but in practice, fundraising fulfils two purposes. It generates income to help finance the work of the Irish Hospice Foundation, while it also serves to raise awareness and keep the issue of hospice care in the public eye.

Today, the IHF counts one part-time and three full-time members of staff dedicated exclusively to fundraising. Their work is complemented by — and indeed, would not be possible without — the energetic and wholehearted efforts of willing volunteers and supporters.

## Campaigns

Fundraising activities include campaigns, events and various other types of initiative. Direct mail campaigns are a relatively low-cost but effective means of raising funds, and two mail-shots are now organised each year under the direction of Campaigns Manager, Karen Ciesielski. The response to these appeals helps to finance our work and donations are very welcome. However, since direct debits, even for small amounts, guarantee the regular income that allows us to plan for the future, we are currently focusing particularly on these.

Also under the heading of campaigns, an affinity credit card scheme was launched this year in association with Bank of Ireland, who make a payment to the IHF for each new cardholder signing up in response to a special mailing. A similar arrangement has been entered into with American Express.

Other activities in 2001 included our new *Sóláis* bereavement cards, and, for the first time, the sale of Christmas cards direct from the IHF. These attractive cards were created by graphic designers Stephen Averill, Mal Stevenson, Ciarán O’Gaora and Bill Felton. They also included a reprint of our Enya card, based on the singer’s contribution to *The Whoseday Book*: the sheet music and words in Irish script of the opening bars of *Oíche Chiúin* — *Silent Night* in Irish.

It is important to keep in touch with supporters and sponsors, and our newsletter, *The Irish Hospice Foundation News*, edited by Karen, is distributed twice yearly to a mailing list of some 5,000 names. It provides a good means of highlighting upcoming events and reporting on those that have recently taken place. Regular articles on specific hospice-

'We would like to take this opportunity to express our thanks to everyone who has assisted in raising funds for the IHF. All contributions, large or small, are equally valued . . . All play their part in helping us to further the development of hospice care in Ireland.'

related issues and profiles of hospice centres around the country illustrate why funds are needed and how the money is spent.

### **Events and specific projects**

These fall loosely into three categories, under the overall direction of Events Manager, Aisling Carr. Firstly, there are the major annual national events, *Sunflower Days* and *Ireland's Biggest Coffee Morning*, which are administered by the IHF and coordinated by Jeni Ringland, Events Assistant, on behalf of the voluntary hospice movement throughout the country.

Secondly, there are the various 'one-off' endeavours, which often arise from a single spark of creative inspiration and which may take many long months of discussion, planning and collaboration to bring to reality. Our millennium project, *The Whoseday Book*, was a good example of this type of project.

Thirdly, we are indebted to the many professional groups, clubs, sporting bodies, community associations and individuals who organise functions or other activities from time to time and allocate the proceeds to charity. Some of these may require the input of the IHF fundraising team; in other cases, we are simply presented with a much appreciated cheque afterwards. We have also had the welcome experience of being adopted by particular groups or organisations as their official charity of the year.

### **Some successes in 2001**

*Ireland's Biggest Coffee Morning* (sponsored by Bewley's) and *Sunflower Days* continue to go from strength to strength. These fundraising events bring together the IHF, the enthusiasm and hard work of the voluntary hospice movement and its supporters, the generosity of sponsors and the goodwill of the general public nationwide in a truly collaborative effort that raises over £1m for hospice care every year. The hallmark of these events is that 'money raised locally, stays locally'. Good publicity and media coverage helped to ensure that this year once again, *Sunflower Days* on 15-16 June and *Coffee Morning* on 20 September (the twelfth since the event began) achieved excellent results.

Probably the most exciting initiative of 2001 was *Art:pack*, one of our most successful fundraisers ever. *Art:pack* is a pack of 54 playing cards, each illustrated by a different Irish artist. Launched at the RHA Gallery in Dublin in October, it caught the public imagination and became a popular choice of

Sunflower girl and Mary Kennedy of RTE at the launch of Sunflower Days in June



Christmas gift. The fact that it featured on U2's website, as well as boasting a site of its own ([www.artpack.ie](http://www.artpack.ie)), meant that it has also achieved international sales. The cream of the country's artists generously donated their time and talents free to this project, many of them also attending a public signing in the Four Seasons Hotel in Ballsbridge in November, to which thousands of people came to have their cards signed. Sponsorship by Digifone and the dedication of a hard-working committee played a key role in the success of this project. The original artwork has now been donated by most of the artists and will be auctioned by Christie's in a special auction to take place in early 2002. Sales are also expected to continue into next year, and overseas distribution is under discussion.

Every year for the past 12 years, lady golfers representing clubs and societies throughout Dublin have organised a sponsored walk around Howth Head to raise money for the Children's Oncology Liaison Service in Crumlin Hospital. The specialist nurses who work with this service act as a link between the hospital, the families and local GPs, ensuring that children suffering from serious illness receive the best possible care. The Howth Walk is organised by an enthusiastic volunteer committee under Chairman, Joan Wylde, and has raised a total of over £235,000 since it first began. This year's event took place in glorious sunshine on Saturday, 12 May, providing an enjoyable day out for the participants while raising much-needed funds.

In June, 130 women took part in the Dublin Mini-Marathon on behalf of the IHF. Funds raised were 50% up on last year's figure, thanks to the stamina and goodwill of the participants.

From left:  
Pauline Bewick,  
artist; Gavin Friday,  
artist and musician,  
at the signing of  
Art:pack



In association with the Contract Bridge Association of Ireland, which chose the IHF as its President's Charity for the year beginning July 2001, a Bridgeathon was launched in September. The proceeds will go to financing a pilot scheme of care assistants to work alongside hospice and home care nurses in two regional locations. Bridge clubs and enthusiasts all over Ireland have participated in various ways, organising seminars, novelty events and other activities. Sunway Holidays have provided welcome sponsorship.

Among the many other events from which we have benefited over the past year have been a wine auction, concerts, balls, embassy tea-parties, golf outings, a 200K mountain cycle and others too numerous to list. We have also received some unexpected generous donations, including a fine painting of Seamus Heaney by Louis le Brocquy, presented to us by the artist himself and auctioned at Sotheby's in May; and the proceeds of a text-messaging scheme organised in lieu of Christmas cards by Eircell.

We would like to take this opportunity to express our thanks to everyone who has assisted in raising funds for the IHF. All contributions, large or small, are equally valued, whether in time, money or ideas. All play their part in helping us to further the development of hospice care in Ireland. We thank you sincerely for your support.

# Summary Financial Report

## **Commentary on financial statement**

The Irish Hospice Foundation achieved a net surplus in the year ending 31 December 2001. During the year, the IHF continued its work of supporting the development of various regional and national hospice services and the voluntary hospice movement.

Through fundraising, the IHF aims to raise money to support its own initiatives in hospice care, while also coordinating at its own expense the two national events, *Ireland's Biggest Coffee Morning* and *Sunflower Days*, as part of its role of support for the voluntary hospice movement. By arrangement with the regional groups participating in these events, all the funds raised locally have stayed locally.

In addition to maintaining support for projects financed during 2001, the IHF will continue to explore ways of expanding the provision of hospice care nationwide, in keeping with the recommendations of the National Advisory Committee on Palliative Care and the findings of the needs assessments being undertaken by the Regional Health Boards.

The IHF expresses its thanks to the Minister for Health & Children for taking over responsibility for the payment of palliative nurses in Beaumont Hospital and St. Luke's Hospital in Dublin during 2001, and in St. James Hospital, St. Vincent's Hospital and Cork Regional Hospital previously. All of these services were initially funded by the IHF.

The success of the *Whoseday* project in 2000, and the surplus acquired during 2001, will enable the IHF to fulfil its plan to establish a National Bereavement Centre during 2002.

# Statement of financial activities for the year ended 31 December 2001

	<b>2000 IR£</b>	<b>2001 IR£</b>
<b>Income:</b>		
Fundraising events	781,312	1,484,565
Donations	523,147	249,311
Other income	306,147	202,972
	<b>1,610,606</b>	<b>1,936,848</b>
<b>Expenditure:</b>		
Fundraising costs	228,166	156,262
Grants and support	323,102	587,321
Administration and establishment	<u>218,628</u>	<u>142,748</u>
	<b>769,896</b>	<b>886,331</b>
<b>Surplus for year</b>	<b>840,710</b>	<b>1,050,517</b>

Auditors: Gaby Smyth & Co.

Solicitors: Eugene F. Collins

Bankers: Bank of Ireland, Montrose, Co. Dublin

AIB, Lower Baggot Street, Dublin

## Sub-committees

### **Finance Committee**

Robert Power, Chairman  
Bill Shipsey  
Gary Jermyn  
Louise Richardson

### **Fundraising Committee**

Marie Donnelly, Chairman  
Eileen Pearson  
Louise Richardson

### **Policy and Services Advisory Committee**

Denis Doherty, Chairman  
Bill Shipsey  
Tim Collins  
Pat Quinlan  
Louise Richardson

### **Research Committee**

Orla Keegan, Chairperson  
Professor Colin Bradley  
Agnes Higgins  
Dr Barbara Dooley  
Professor Ciaran O'Boyle  
Dr Dympna Waldron  
Dr Sinéad Donnelly  
Dr Pat Doorly  
Louise Richardson

### **Bereavement Steering Committee**

Denis Doherty, Chairman  
Dr Fin Breathnach  
Dr Matthew Farrelly  
Dr Hannah McGee  
Dr Michael Kearney  
Dr Jacinta Flynn  
Seamus McLoone  
Barbara Munroe  
Louise Richardson